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For Immediate Release

NEWS RELEASE

2008 Governor's Tourism Summit is "Pushing Boundaries"

Jim Sullivan to Present as Keynote Speaker

Dover, Del. (February 26, 2008) – The [Delaware Tourism Office](#) is pleased to announce registration is now open for the [2008 Governor's Tourism Summit](#), scheduled April 17, 2008 at the Chase Center on the Riverfront in Wilmington. This year's Summit theme, "Pushing Boundaries," will offer the region's tourism industry professionals information on the latest trends and best practices in tourism destination marketing, business development, technology applications, and workforce recruitment and retention.

The Keynote Breakfast speaker will be Jim Sullivan, CEO of Sullivision.com, a veteran of more than 20 years in the hospitality industry as an award-winning operator and best-selling author. He has built his reputation designing successful sales, marketing, and customer service programs for the "Top 200" restaurant, hotel and retail chains, and more than 1,000 independent business owners and operators in the industry. His presentation, "Hire Power: The 10 Best Ways to Find and Build a Dream Team," will offer practical, creative, and no-cost/ low-cost ways to recruit, motivate, and inspire iPod-generation professionals.

A total of 10 additional speakers will round out the day's program, which begins at 7:00 a.m. until 4:30 p.m., followed by a sensational after-Summit Business Bash, which runs until 6 p.m. Session topics include:

- Travel Marketing 2.0: How to Reach the YouTube Space-Face Generation
- Turn Green into Green: Eco-friendly Tourism
- Are You Getting the Best Bang for Your Marketing Buck?
- The Economic Outlook and Implications for the Tourism Industry
- Lights, Camera, Action: Tourism and the Film Industry
- What's Growing in Your Backyard? The Latest on Tourism Commercial Development
- Good Things Come in Complete Packages: Partnering and Cross-Promoting Destination Packages

The Governor's Tourism Awards will also be presented at the Luncheon, where more than 11 organizations and individuals will be recognized for their contributions to the state's tourism industry.

Primary sponsors of the Summit include the University of Delaware, [Baltimore Sun Media Group](#), [Southern Living](#) magazine, [Aloysius Butler & Clark](#) and the [Washington Post Companies](#).

For additional information about sponsorships, session topics, speakers and registration, visit dedo.delaware.gov/GTS.html or contact Marketing Coordinator Adam Berger at adam.berger@state.de.us. Full Conference Registration per person \$135.00 (\$155.00 after April 4, 2008).

About Delaware Tourism Office

The Delaware Tourism Office, a division of the Delaware Economic Development Office, promotes tourism and economic growth in Delaware. The Office is dedicated to fulfilling the requests and needs of travelers by offering information and resources about Delaware activities, attractions and destinations. For more information, visit the official Delaware Tourism Web site at www.VisitDelaware.com or call toll-free (866) 284-7483.

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